

Michigan Department of Labor and Economic Growth
Liquor Control Commission
7150 Harris Drive, P.O. Box 30005, Lansing, MI 48909-7505
Request for Price Reduction on Liquor
Authorized by MCL 436.1229

Instructions:

1. This Request must be submitted to the Liquor Control Commission by any SDD licensee who wishes to reduce the price of the liquor items listed below.
2. The liquor products must have been purchased by the licensee at least 6 months ago. Value Added items are eligible for price reduction, however the product cannot be ordered in its regular or any other packaging for 1 year. No discounting will be allowed on the Top Selling 30 Codes.
3. Approval, if granted, will be sent via email in Word format if an email address is provided on this Request.
4. Licensees will be notified of items for which a Request for Price Reduction has not been approved, as well as the discount allowed for approved items. Licensees are limited to requesting a maximum discount of 75% of the current price, or for discontinued items, 75% of the last minimum selling price.
5. Please complete all information requested on this form. Use more pages if needed.
6. Licensees may submit this request in Word format by email to: lccpricereduction@michigan.gov or by US mail, or by fax 517.322.1016.
7. Licensees will be prohibited for 1 year from ordering any items on which they have received approval for a price reduction.

Licensee Name:	License Number:	Business Telephone:
Street Address:	City, State, Zip Code:	Email address:

For State Use	Michigan Code #	Brand Name	% Discount Requested	Size	Number of Bottles
		1.			
		2.			
		3.			
		4.			
		5.			
		6.			
		7.			
		8.			
		9.			
		10.			

Warning: Any licensee who sells, offers to sell or advertises reduced prices on liquor without approval from the Michigan Liquor Control Commission may be found guilty of a violation of an Order of the Commission. Conviction of a violation can result in a fine or suspension of the license to sell liquor.

I understand the **Warning** and agree to comply with all of the conditions of this Price Reduction on Liquor.

Printed Name and Signature:

Date:
